

Mason County
Quit Line Data Summary
April 1 - June 30, 2002

	County	State
Number of Calls to Quit Line	N = 41	N = 3,421
Percent of Statewide Calls	1.4%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 41	N = 3,099
Female	80.5%	62.9%
Male	19.5%	37.1%
Race/Ethnicity	N = 37	N = 2,578
People of Color	8.1%	13.7%
White	91.9%	86.3%
Age	N = 34	N = 2,323
Less than 18 years old	0.0%	2.1%
18 - 24 years old	11.8%	16.3%
25 - 34 years old	17.6%	22.2%
35 - 44 years old	23.5%	27.3%
45 years and older	47.1%	32.0%
Education	N = 41	N = 2,679
Did not graduate high school	17.1%	17.8%
High school graduate	34.1%	33.7%
Some college/vocational school	41.5%	37.4%
College graduate	7.3%	11.0%
Caller Type	N = 39	N = 2,929
General Information	0.0%	11.5%
Health care provider	0.0%	2.8%
Tobacco user	100.0%	85.6%
Payer Type	N = 34	N = 1,951
Insured	32.4%	40.6%
Uninsured	26.5%	22.7%
Medicaid	41.2%	36.6%
Heard About	N = 32	N = 2,463
Past caller	18.8%	17.0%
Employer/worksite	0.0%	1.3%
Health care provider	28.1%	17.6%
Television	6.3%	22.8%
Outdoor advertisement (billboard/bus/wall)	6.3%	4.7%
Targeted mailing	0.0%	2.6%
Great Start	0.0%	0.4%
Radio	0.0%	1.3%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	9.4%	4.9%
Family or friend	31.3%	21.7%
Health Department	0.0%	2.9%
School	0.0%	0.5%